



Be a Force of Nature: Take the Next Step

A NOAA and FEMA Public Education Campaign

National Oceanic Atmospheric Administration's (NOAA) National Weather Service and the Federal Emergency Management Agency (FEMA) are teaming up for a third year to lead a public education effort aimed at improving the way people prepare for and respond to severe weather.

To prepare for the 2014 ***Be a Force of Nature*** campaign, NOAA studied how to best motivate people to take action to save lives and property. We knew we needed a motivating message that would inspire people to not only take appropriate action in the face of severe weather (go to shelter), but to also model that behavior for others in their social network. From NOAA service assessments after the 2011 tornado outbreaks in Alabama and Joplin, we know that some people will go to shelter immediately after hearing a warning on [NOAA Weather Radio](#), receiving [Wireless Emergency Alerts](#) on your cell phone or seeing it on television. However, many people typically wait for secondary confirmation before taking shelter. Social science research confirms this and finds that people are more likely to take preparedness measures in advance and action during an event when they observe others doing so.

After careful research and analysis, NOAA developed a creative message meant to empower people who take immediate action and go to shelter to use their cell phone and share with their social network that they are safely sheltered. In so doing, they are modeling the appropriate action for others to follow.

This year NOAA has selected the theme ***Be a Force of Nature: Take the Next Step***. Being a force of nature means taking the proactive steps of knowing your risk, being prepared and taking appropriate actions before, during and after extreme weather. Even more than that, being a force of nature means saving lives by inspiring others to do the same through social media and face-to-face conversations with your friends, family and neighbors.

Be a Force of Nature: Take the Next Step asks that the public take a single preparedness action during each day of [National Severe Weather Preparedness Week](#), March 2-8, 2014. This can be as simple as preparing an [emergency communications plan](#) for your family. But the sum of these actions will ensure that communities are better prepared for severe weather.

National Severe Weather Preparedness Week joins state severe weather preparedness weeks, National Preparedness Month and [America's PrepareAthon](#) as part of a national effort to increase emergency preparedness.

Building a Weather-Ready Nation requires action by all of us. NOAA and FEMA can't do it alone. ***Be a Force of Nature*** by being prepared for and knowing what action to take during severe weather and other emergencies.